



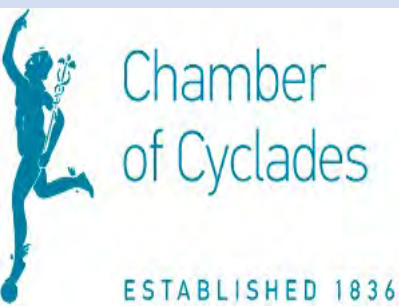
# Cruise Development Executive Seminar

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## Η Ανάπτυξη της Κρουαζιέρας & η Συνεισφορά στις Τοπικές Κοινωνίες

By Chris Nicolaides, MBA, PhD,

CEO ICCS IIC, Tourism, Aviation & Cruise development consultant



# Cruise Industry: Infographic 2015

## CLIA CRUISE INDUSTRY OUTLOOK —2015—



# 23

MILLION  
CLIA Ocean  
Passenger  
Volume<sup>3</sup>

## CONSUMER CRUISE TRENDS



Experiences  
to Remember



Stay  
Connected



Travel  
in Packs



Celebration  
& Group Travel



Love a  
Theme



Foodcations

## CLIA GLOBAL FLEET

# 421

Ships

270 Ocean  
151 River



482,000  
Beds

More Than **\$4** BILLION Invested in  
New Ships<sup>1</sup>

# 22

New Ships

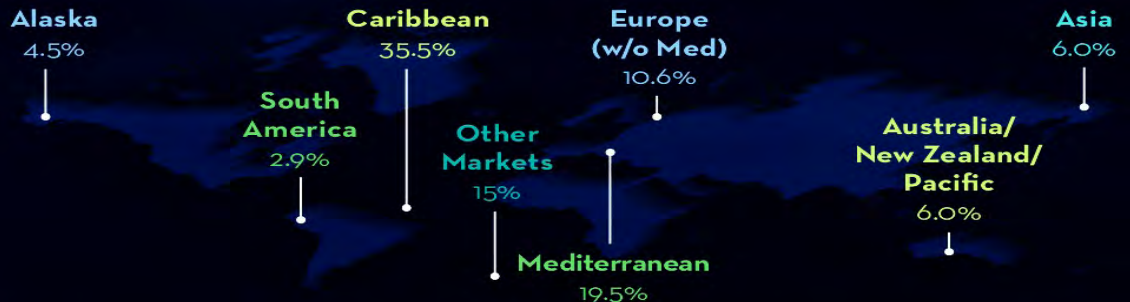
6 Ocean  
16 River



20,000  
New Beds

## CRUISE CAPACITY DEPLOYMENT

% of Available Bed Days Scheduled<sup>2</sup>



<sup>1</sup> As identified through December 19, 2014

<sup>2</sup> Scheduled as of September 30, 2014

<sup>3</sup> Projected as of January 27, 2015





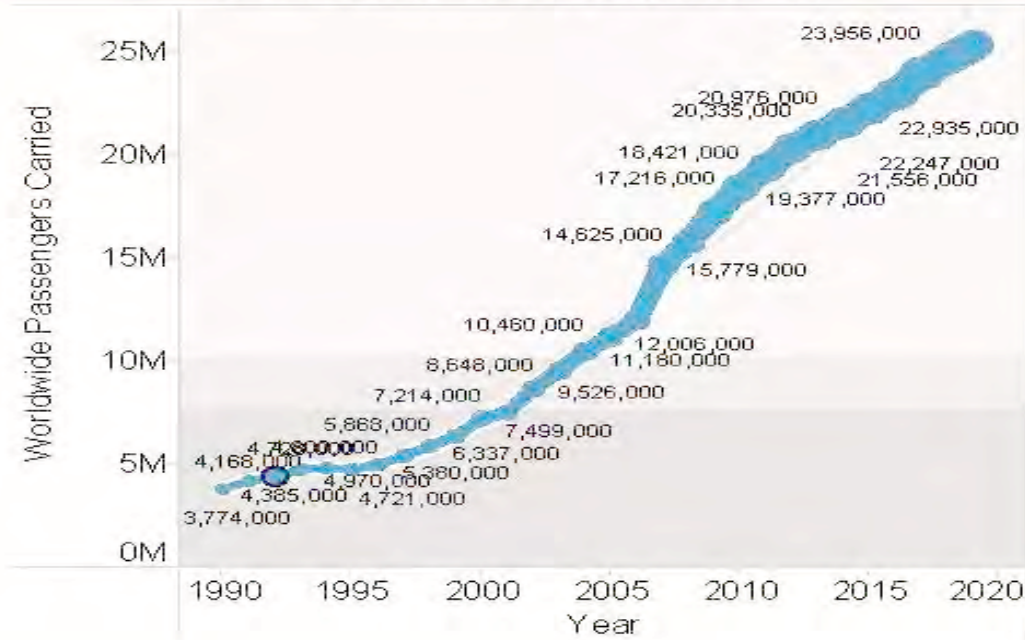
# Cruise Industry: Growth

Year  
1990 to 2019

**CRUISE**

(c) Cruise Market Watch

Growth of Worldwide Passengers Carried



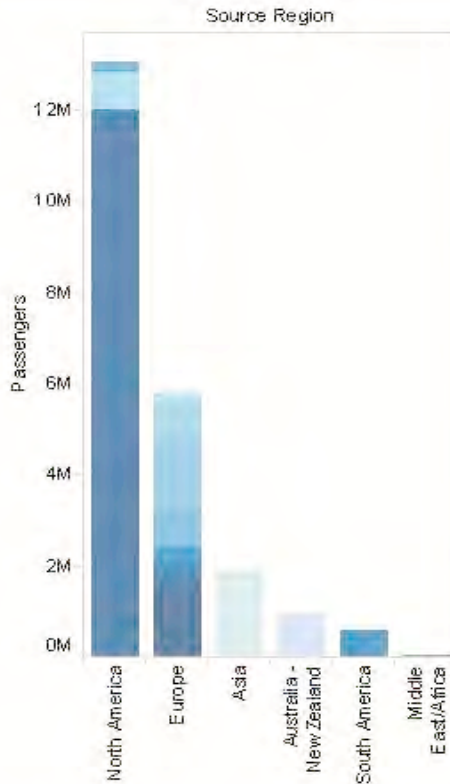
Source Region of Passengers

Year	North America	Europe	Other	Worldwide Passengers Carried
2015	13,037,000	5,762,000	3,448,000	22,247,000
2016	13,211,000	5,894,000	3,830,000	22,935,000
2017	13,655,000	6,109,000	4,192,000	23,956,000
2018	13,890,000	6,231,000	4,507,000	24,627,000
2019	14,127,000	6,354,000	4,835,000	25,316,000



# The demographics

2015 Worldwide Cruise Passengers by Source



Worldwide Cruise Passengers by Source

Source Region	Percentage
North America	58.6%
Europe	25.9%
Asia	8.5%
South America	2.5%
Australia - New Zealand	4.3%
Middle East/Africa	0.2%
<b>Grand Total</b>	<b>100.0%</b>



(c) Cruise Market Watch

### Source Region

- Asia
- Australia - New Zealand
- Europe
- Middle East/Africa
- North America
- South America

### Source Sub-Region

- Asia
- Australia - New Zealand
- Benelux
- Mexico
- Canada
- U.S. & Caribbean
- France
- Germany
- Italy
- Middle East/Africa
- Scandinavia
- South America
- Spain and Portugal
- UK

Cruisers as a % of Demo Group

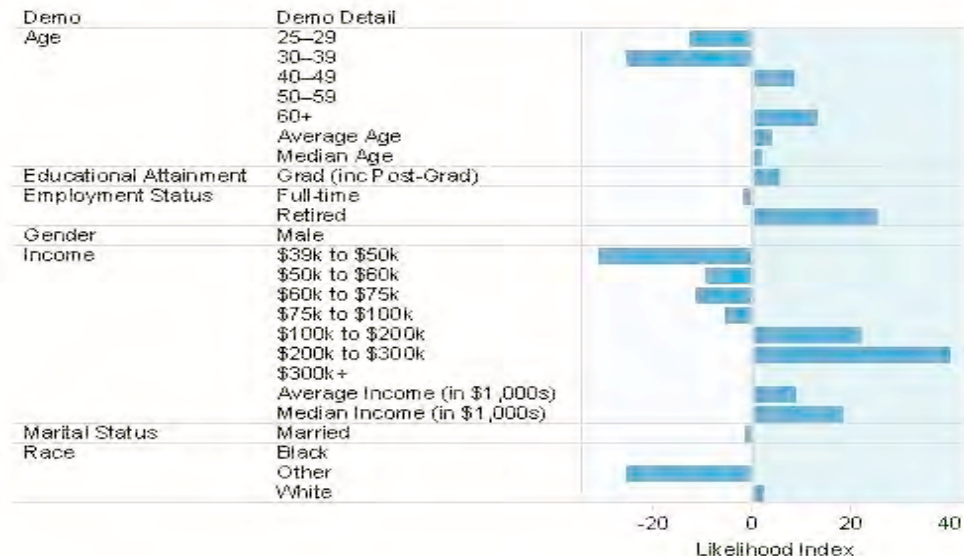
Demo	Demo Detail	%
Age	25-29	7%
	30-39	18%
	40-49	26%
	50-59	22%
	60+	26%
	Grad (inc Post-Grad)	75%
Educational Attainment	Grad (inc Post-Grad)	63%
	Retired	20%
Employment Status	Full-time	51%
	Retired	9%
Gender	Male	10%
	Female	16%
Income	\$39k to \$50k	19%
	\$50k to \$60k	39%
	\$60k to \$75k	7%
	\$75k to \$100k	1%
	\$100k to \$200k	78%
	\$200k to \$300k	3%
	\$300k+	6%
Marital Status	Married	91%
Race	Black	
	Other	
	White	



### Demo

- Age
- Educational Attainment
- Employment Status
- Gender
- Income
- Marital Status
- Race

Cruiser Likelihood Index

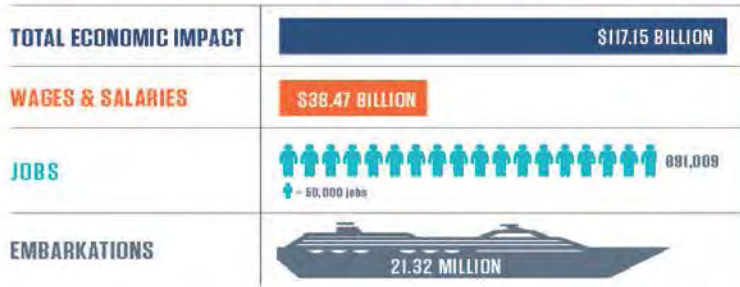


# The impact

## THE CRUISE INDUSTRY

### GLOBAL REACH, GLOBAL IMPACT

#### 2013 GLOBAL INDUSTRY ECONOMIC IMPACT



- The cruise industry generated 114.86 million onshore visits at ports around the world.
- Crew and passengers spent an average of \$126.93 each day at port.
- Since 2003, worldwide cruise demand has increased 77.3%.

#### CRUISE PASSENGERS LIVE IN LOCATIONS WORLDWIDE



#### TOP 10 DESTINATION MARKETS





# Reasons to take Cruise Vacation



Sunshine



Relaxation



Cleanliness



Ocean Air



Salt Water



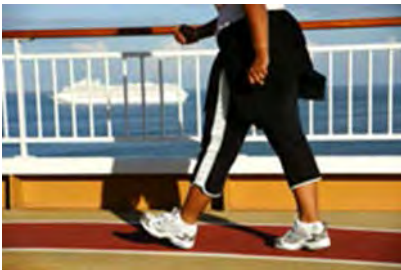
Camaraderie



Exploration



Healthy Dining Options



Staying Active



Meditation



Stress-Free Vacation



Better Budget Value

# Direct Contribution to Local Economies

**For 2014 in Europe, €3.80 billion** in cruise passenger and crew spending.

Passenger expenditures included spending for shore excursions, pre- and post-cruise hotel stays, air travel and other merchandise at ports-of-embarkation and ports-of-call. Crew spending was concentrated in expenditures for retail goods and food and beverages.

Total passenger and crew expenditures increased by **4.9%** from 2013.

- Including airfares, embarking passengers spent an average of **€288**.
- Excluding airfares, cruise passengers spent an average of nearly **€100** at embarkation port cities.
- On average, cruise passengers then spent another **€82** at each port visit on their cruise itinerary.
- Crew spending at each port call averaged **€43** per crew member.



# Cruise Passengers: Valuable asset for port-of-call

## *The cruise customer shopping profile*

- Experience & memories seeker
- Looking for value shopping & value for money
- Well educated for the destination
- Influenced from 'word of mouth' and suggested tips onboard for the destination
- Sensitive & full of awareness for the environment
- Happy to get good deals & not deals after exhausted bargains (in Med)
- Limited time for shopping – need to spend time on excursions
- Happy for last minute shopping – flea (local) market shopping
- Local tradition & taste the best incentives for shopping
- Smart & useful items/gadgets shopping are also in priority
- Welcome treatments are always accepted
- Integrated shopping service for the high spenders (private shopping)





# Destination Shopping Marketing

**DINING & ENTERTAINMENT**

- 1 **Nosh** La Mocha™ by Caper de Solier™. A collection of Disney merchandise.
- 2 **DisneyQuest** Indoor Interactive Theme Park. Play, learn, and explore.
- 3 **House of Blues** Live music venue.
- 4 **Wolfgang Puck** Cafe. Four dining locations.
- 5 **AMC** Pleasure Island. A collection of Disney merchandise.
- 6 **Virgin** Megastore. A collection of Disney merchandise.
- 7 **DisneyQuest** Indoor Interactive Theme Park. Play, learn, and explore.
- 8 **Wolfgang Puck** Cafe. Four dining locations.
- 9 **House of Blues** Live music venue.
- 10 **Wolfgang Puck** Cafe. Four dining locations.

**SHOPPING**

- 11 **Disney's Candy Cakes**. Disney's Candy Cakes.
- 12 **Planet Hollywood** on Location. Everything that says you've been there.
- 13 **Starline**. Disney's Starline.
- 14 **Disney's Candy Cakes**. Disney's Candy Cakes.
- 15 **Planet Hollywood** on Location. Everything that says you've been there.
- 16 **Starline**. Disney's Starline.

**DINING, SHOPPING & ENTERTAINMENT**

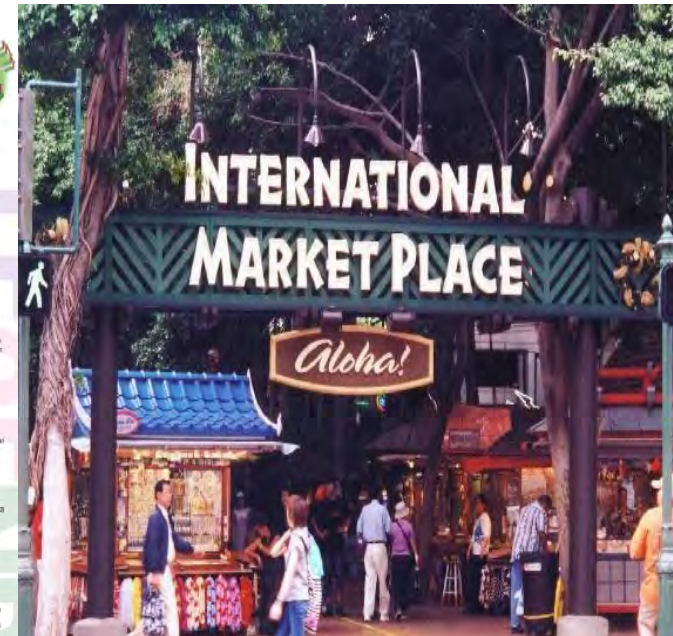
- 17 **Raglan Road** Irish Pub and Restaurant. Irish Pub and Restaurant.
- 18 **Coconuts**. Coconuts.
- 19 **Paradise**. Paradise.
- 20 **Felton's Crab House**. Felton's Crab House.
- 21 **Felton's Crab House**. Felton's Crab House.
- 22 **McDonald's**. McDonald's.
- 23 **LEGO**. LEGO.
- 24 **World of Disney**. World of Disney.
- 25 **Armani Brothers**. Armani Brothers.
- 26 **Team Mickey Athletic Club**. Team Mickey Athletic Club.
- 27 **Timothy's**. Timothy's.
- 28 **Timothy's**. Timothy's.
- 29 **Timothy's**. Timothy's.
- 30 **Pin Traders**. Pin Traders.
- 31 **Once Upon a Day**. Once Upon a Day.
- 32 **Mickey's Party**. Mickey's Party.
- 33 **Disney Design-A-Top**. Disney Design-A-Top.
- 34 **Disney's Days of Christmas**. Disney's Days of Christmas.
- 35 **Disney's Candy Cakes**. Disney's Candy Cakes.
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**NEW YORK**

**FIFTH AVENUE**

- 50.95
- 51.95
- 52.95
- 53.95
- 54.95
- 55.95
- 56.95
- 57.95
- 58.95
- 59.95

**MADISON AVENUE**

- 60.95
- 61.95
- 62.95
- 63.95
- 64.95
- 65.95
- 66.95
- 67.95
- 68.95
- 69.95

**Central Park**

Brands: Tiffany & Co, Chanel, Dior, Louis Vuitton, Prada, Gucci, Burberry, etc.



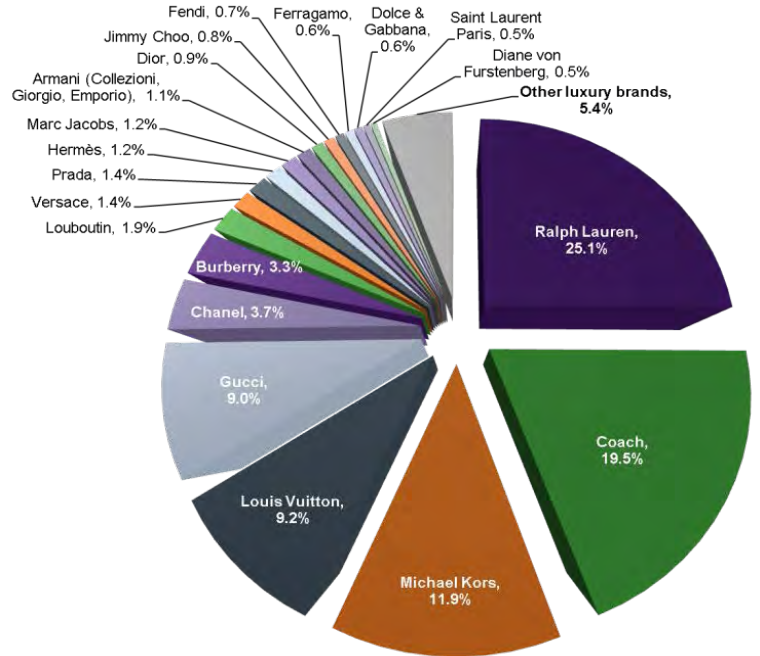


# Shopping's HOT & NOT





# Cruise Shopping: Mass or Luxury?





# Local Tradition items are always HOT





# Cruise Luxury Shopping: Style & Look





# Global trends VS Local traditional style





# Memorabilia & Local gadgets





# Smart & easy to use/remember



# Local & stylish





# It's chic ...to shop Greek



# Success shopping stories





# Travel global – taste local





# Taste the local difference





# Destination Food Branding





# Destination Food Branding (street food concept)





# Greek Salad is always Chic





# Greek Salad is trendy & alternative





# Island Delights (tradition & competition)





# Local Dairy Products & Island Gastronomy





# Shopping means Happy Vacations





# Group & Family Shopping





# Shopping mania





# Local Market: The Look





# Local Market: The Look





# Island Style Shopping but...





# Trend setting & shopping







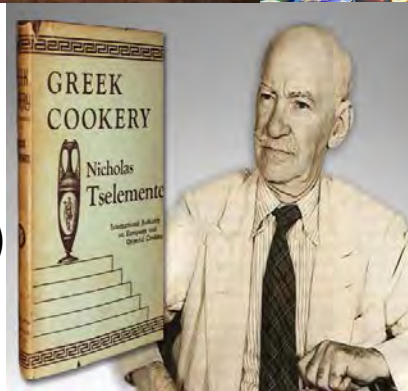
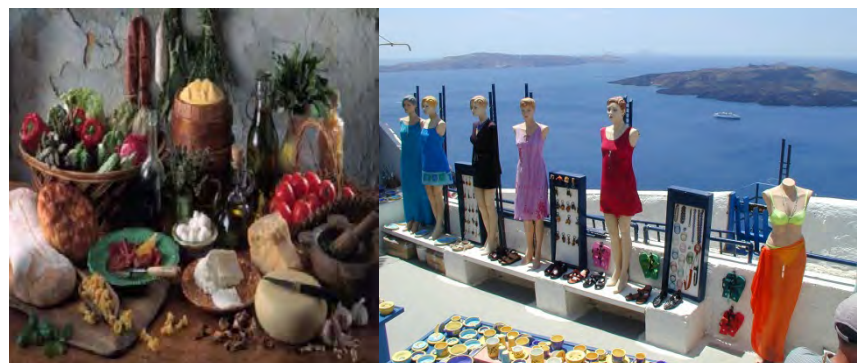




# Author's opinion



- New Era of our History
- Create Value from the past (history & myths)
- Competitive (shopping) advantages
- The Place for Great Shopping experience
- Cruise Island Hopping (shopping)
- Sell better knowing cruiser's needs
- Add services (partnerships onboard, ashore)
- Playing the web game to be popular
- Shopping experience Awareness
- Brand Vs Local art (Goods, Gastronomy, etc.)
- Using our History Icons (Hermes, Tselementes, etc.)
- Price Vs Value (... and the winner is...)



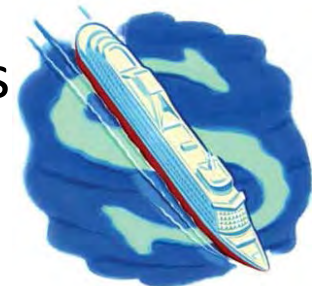




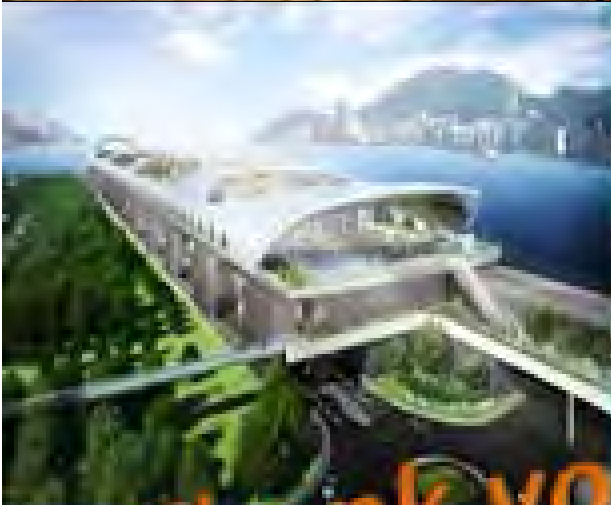
## ... conclusion



- ✓ Cruise passengers spend approximately one-third of their total tourism expenditures on retail purchases,
- ✓ Local cruise passenger shopping includes: pre-excursion shopping, add-on function of the attraction or destination, shopping experience and experience of local culture,
- ✓ Growing middle classes in Brazil, Russia, India, China are cruising to shop, while the traditional tourism/cruise source markets looking for the shopping difference
- ✓ Historic market towns tend to attract boutique and independent shops, while cities tend to attract major chains. Historic centers/markets walking distance to the cruise ship are always hot shopping spots.
- ✓ By the end of the day...only the happy cruiser spends







Thank you for your attention!!!

